



Isabel Onate <isabel.onate@lacity.org>

AGAINST Case# CPC-2018-3276-SN Council File #CF18-0634-S1

Theatre Diva <theatredivahollywood@gmail.com>
To: clerk.plumcommittee@lacity.org

Sat, Mar 2, 2019 at 2:35 PM

I live right off of the 170 I North Hollywood and am VERY OPPOSED to these huge digital billboards.
Too much light
Far too distracting
NO NO NO!

Byron Batista
310-200-1517



Isabel Onate <isabel.onate@lacity.org>

AGAINST Case# CPC-2018-3276-SN Council File #CF18-0634-S1

Samantha Heintze <samantha.condello@gmail.com>

Sat, Mar 2, 2019 at 2:33 PM

To: clerk.plumcommittee@lacity.org

To Whom It May Concern,

I'm writing as a homeowner and resident who is AGAINST the installation of the huge digital display signs proposed to go up on the 170 fwy adjacent to NOHO WEST. Not only have digital signs been proven to distract drivers, they will be a blight on this residential community- lighting it up like cheesy Las Vegas.

I've been a homeowner on Bucknell Ave, (directly south of the development and parallel to the 170 N,) for 10 years and I'm very opposed to the signage proposal. While my neighbors and I are pleased that noho west will be bringing some retail stores and a movie theater, I see no need to distract drivers going 65 mph and light up the area like a UFO.

Thanks for taking the time to read my email.

Best,

Samantha Heintze

Sent from my iPhone



Isabel Onate <isabel.onate@lacity.org>

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roadrunner@kristikane.com <roadrunner@kristikane.com>
To: clerk.plumcommittee@lacity.org

Sat, Mar 2, 2019 at 1:08 PM

I live and work a block from this intersection and I know how there are already too many distractions for drivers – construction, phones, etc. There is no need for an unaesthetic giant billboard to add to the visuals there.



Isabel Onate <isabel.onate@lacity.org>

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James Antonelli <jamesantonelli@hotmail.com>

Sat, Mar 2, 2019 at 12:39 PM

To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>

I live 2 blocks from the NOHO WEST development. I am opposed to the giant digital signs which the developer intends to construct, facing the 170 freeway.

I know first hand how distacting these signs can be. There are much smaller digital signs on the Sunset Strip. I consider myself a vey safe driver, having had advanced training as a former Deputy Sheriff. Yet I find myself distracted by these digital signs, even for a brief moment. Travelling at freeway speeds on the 170, only a moment's distraction is all it takes to cause a serious or fatal accident.

Bluntly stated, people can die. Children can die. It's not an overstatement. The entire purpose of a large digital sign along the freeway is to direct your attention towards it, and away from the freeway. This is irresponsible to build, and shameful for officials to approve.

James Antonelli
11842 Tiara St.
Valley Village



Isabel Onate <isabel.onate@lacity.org>

AGAINST CASE # CPC-2018-3276-SN COUNCIL FILE #CF18-0634-S1

susan ware <ware61@sbcglobal.net>

Sat, Mar 2, 2019 at 11:13 AM

To: "clerk.plumcommittee@lacity.org" <clerk.plumcommittee@lacity.org>, "councilmember.harris-dawson@lacity.org" <councilmember.harris-dawson@lacity.org>, "councilmember.cedillo@lacity.org" <councilmember.cedillo@lacity.org>, "councilmember.blumenfield@lacity.org" <councilmember.blumenfield@lacity.org>, "councilmember.price@lacity.org" <councilmember.price@lacity.org>, "councilmember.Smith@lacity.org" <councilmember.Smith@lacity.org>, "mike.n.feuer@lacity.org" <mike.n.feuer@lacity.org>, "cpc@lacity.org" <cpc@lacity.org>

- Dear Chairman Harris-Dawson, and members Blumenfield, Price, Cedillo and Smith and City Attorney Mike Feuer and L.A. Planning Commissioner David Ambroz:

The Two Digital billboards that are planned for the 170 freeway between Oxnard and Victory would be: "the brightest, largest digital signs in the valley located at this project and do create a public danger by distracting drivers on the freeway."

At this very moment they are building a SOUND WALL between Magnolia and Victory that has in itself signs, concrete blocks, equipment and men working that are enough of a distraction. Not only that, there are times when they close off the Oxnard off ramp and divert all traffic to the Victory off ramp which creates a back up of cars.

Paul Krekorian has sided with the developer against the wishes of the community. If he had his way right from the beginning without the opposition of strong neighborhood associations (excluding the neighborhood council) there would have been 754 apartments, as many neon signs as possible with flashing lights, no mitigation and whatever the developer asked for in the beginning. Why he's taking such efforts to block what his constituents want is a mystery. He is supposed to represent us. Yes, we all want the development, but since we live there and the developer doesn't, Paul Krekorian doesn't, there are some specifications needed for public safety, environment and aesthetics

I agree with the Planning Commission, which has DENIED THE DEVELOPER APPROVAL of these digital displays twice and was upheld as appropriate by our City Attorney, Mike Feuer.

Since we cannot rely on our elected area representative to respect our needs, we are petitioning PLUM directly to please VOTE AGAINST THIS APPEAL.

Sincerely,

Susan Ware, President
 Kathy Coon Vice President
 Yvonne Demery Secretary
 Steve Coon Treasurer

Representing the:

North Village Neighborhood Association (between Oxnard and Victory, Lankershim to Vineland)



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Donna Perez <donnaperez@att.net>
To: clerk.plumcommittee@lacity.org

Sat, Mar 2, 2019 at 8:41 AM

To whom it may concern.

I am strongly opposed to the use of electronic signage in our neighborhood. We already have too much light pollution and these super graphics will only exacerbate the problem and further impair our ability to see the night sky. Plus it will be seen from our homes; who wants to see this kind of sign lighting up the night sky and streaming light into their home? No one. I am also concerned about the continued coexistence of our wildlife that rely upon a dark night for their existence. These graphics will also be a dangerous distraction to drivers along the freeway and streets.

Thank you,
Donna Perez
(Ben Ave 91606)